

Tuesday, May 31, 2011

Ms. Kristen McKeever, RFP Coordinator  
Tennessee Department of Education  
6<sup>th</sup> Floor Andrew Johnson Tower  
710 James Robertson Pkwy.  
Nashville, TN 37243

RE: Request for Proposals #33150-02211

Dear Ms. McKeever,

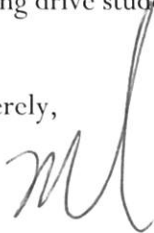
Schoolnet is delighted to respond to your RFP for an Early Warning System. As a 1<sup>st</sup> round winner of the Race to the Top initiative, Tennessee is hard at work building and implementing a new vision for public education. The Early Warning System requested by this RFP is one part of that vision, and will help to identify at-risk students sooner and provide the support they need faster.

In addition to this RFP, Schoolnet recently responded to your RFP for a Teacher/Principal Evaluation Data System. The platform we propose for your Early Warning System—Schoolnet's Instructional Management Suite—is fully integrated with our Educator Development Suite. This means the Tennessee DOE can deploy a comprehensive and unified platform to support your educators across the state.

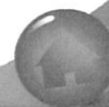
As requested, we have kept within the requested limitations of your RFP and responded only to those items included in forms 6.2 and 6.3. Should you wish to explore all that our platform can offer as an Early Warning System, we would be pleased to provide you with more detailed narrative and/or a live demonstration of the platform.

Should you have any questions, or need additional information, please do not hesitate to contact me at 646-496-9010 or [mchernis@schoolnet.com](mailto:mchernis@schoolnet.com). We look forward to working together to realize your education vision and helping drive student achievement to further heights.

Sincerely,



Mark Chernis  
President & Chief Operating Officer



**ORIGINAL**



# State of Tennessee Department of Education

**QUALIFICATIONS EVIDENCE FOR  
RFP # 33150-02211  
P-12 LDS Early Warning Data System**

Due: June 1, 2011, 2:00 PM

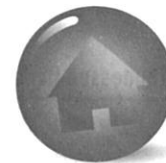
Proposal Respectfully Submitted By:

**Schoolnet, Inc.**

525 Seventh Avenue, 4<sup>th</sup> Floor  
New York, NY 10018  
Tel. 646.496.9000  
Fax. 212.675.0815  
[www.schoolnet.com](http://www.schoolnet.com)



 **schoolnet®**  
Improving Education with Data



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### **Confidentiality Statement**

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# Qualifications Evidence Guide (Attachment 6.2)

## QUALIFICATIONS EVIDENCE GUIDE

The Proposer must address all items detailed below and provide, in sequence, the information and documentation as required (referenced with the associated item references). The Proposer must also detail the proposal page number for each item in the appropriate space below, and use this guide to cover the Qualifications Evidence section of the proposal (as its table of contents).

Prior to State evaluation of Qualifications Evidence, the RFP Coordinator will review each proposal for compliance with all RFP requirements, including but not limited to:

- The proposal must be delivered to the State no later than the Proposal Deadline.
- The Qualifications Evidence and the Cost Proposal must be packaged separately as required.
- The Qualifications Evidence must NOT contain cost or pricing information of any type.
- The proposal must NOT contain any qualification, limitation, or other restrictions.

The Proposal Evaluation Team will, then, review the Qualifications Evidence to determine if the mandatory requirement items are addressed as required and that it documents that the Proposer meets each mandatory qualification and experience requirement and is otherwise, at least, minimally acceptable as a contractor for the subject services.

<b>PROPOSER LEGAL ENTITY NAME:</b>		Schoolnet, Inc.
Proposal Page # (Proposer completes)	Item Ref.	QUALIFICATIONS EVIDENCE
5	6.2.1.	Detail the name, e-mail address, mailing address, telephone number, and facsimile number of the person the State should contact regarding the proposal.
5	6.2.2.	Provide the RFP Attachment 6.1., <i>Proposal Statement of Certifications and Assurances</i> completed and signed by an individual empowered to bind the Proposer to the provisions of this RFP and any resulting contract. The document must be signed without exception or qualification.
6	6.2.3.	Provide a statement, based upon reasonable inquiry, of whether the Proposer or any individual who shall perform work under the contract has a possible conflict of interest (e.g., employment by the State of Tennessee) and, if so, the nature of that conflict. <i>Any questions of conflict of interest shall be solely within the discretion of the State, and the State reserves the right to reject any proposal or cancel any award.</i>
6	6.2.4.	Provide a statement of whether the Proposer or, to the Proposer's knowledge, any of the Proposer's employees, agents, independent contractors, or subcontractors, proposed to provide work on a contract pursuant to this RFP, have been convicted of, pled guilty to, or pled <i>nolo contendere</i> to any felony. If so, include an explanation providing relevant details. <i>Any issues relating to such a matter shall be solely within the discretion of the State, and the State reserves the right to reject any proposal or cancel any award.</i>



<b>PROPOSER LEGAL ENTITY NAME:</b>		Schoolnet, Inc.
Proposal Page # (Proposer completes)	Item Ref.	QUALIFICATIONS EVIDENCE
6	6.2.5.	<p>Provide a statement of whether there is any material, pending litigation against the Proposer that the Proposer should reasonably believe could adversely affect its ability to meet contract requirements pursuant to this RFP or is likely to have a material adverse effect on the Proposer's financial condition. If such exists, list each separately, explain the relevant details, and attach the opinion of counsel addressing whether and to what extent it would impair the Proposer's performance in a contract pursuant to this RFP.</p> <p><i>Any issues relating to such a matter shall be solely within the discretion of the State, and the State reserves the right to reject any proposal or cancel any award.</i></p> <p><i>All persons, agencies, firms, or other entities that provide legal opinions regarding the Proposer must be properly licensed to render such opinions. The State may require the Proposer to submit proof of such licensure detailing the state of licensure and licensure number for each person or entity that renders such opinions.</i></p>
7	6.2.6.	Provide evidence that the Proposer is a Microsoft Certified Partner.
7	6.2.7	Provide evidence that the Proposer has previously implemented their data model in a K-12 Local Education Agency or State Education Agency.



# Qualifications Evidence

In keeping with the State's strict Proposal Requirements set forth in Section 3 of the State's RFP, Schoolnet is providing on the following pages only the information requested in the State's Qualifications Evidence Guide. Should the State require additional information to review, analyze and/or select our solutions, Schoolnet would be happy to provide such information. Schoolnet would also be delighted to provide the State with a demonstration of our existing and fully deployed State-level data dashboards and district-level response to intervention solutions.

## Contact Information

**6.2.1.** Detail the name, e-mail address, mailing address, telephone number, and facsimile number of the person the State should contact regarding the proposal.

*Headquarters* Schoolnet, Inc.  
525 Seventh Avenue, 4<sup>th</sup> Floor  
New York, NY 10018  
T. 646.496.9000  
F. 212.675.0815

*Questions/Notifications* Barbara Watral, Director of Sales Operations  
Direct: 646.496.9028  
[bwatral@schoolnet.com](mailto:bwatral@schoolnet.com)

*RFP Response Authorized By* Mark Chernis, President and Chief Operating Officer  
Direct: 646.496.9010  
[mchernis@schoolnet.com](mailto:mchernis@schoolnet.com)

*Sales Contacts* Silver McDonald, Senior Vice President—Sales  
Direct: 646.496.9007  
[smcdonald@schoolnet.com](mailto:smcdonald@schoolnet.com)  
  
Andrew Cary, Account Executive  
Direct: 443.831.7477  
[acary@schoolnet.com](mailto:acary@schoolnet.com)

## Proposed Statement of Certifications and Assurances (Attachment 6.1)

**6.2.2.** Provide the RFP Attachment 6.1., *Proposal Statement of Certifications and Assurances* completed and signed by an individual empowered to bind the Proposer to the provisions of this RFP and any resulting contract. The document must be signed without exception or qualification.

Following this page is our completed and signed Proposal Statement of Certifications and Assurances, signed by our President and Chief Operating Officer, Mark Chernis.



## Conflict of Interest

- 6.2.3.** Provide a statement, based upon reasonable inquiry, of whether the Proposer or any individual who shall perform work under the contract has a possible conflict of interest (*e.g.*, employment by the State of Tennessee) and, if so, the nature of that conflict.

*Any questions of conflict of interest shall be solely within the discretion of the State, and the State reserves the right to reject any proposal or cancel any award.*

Schoolnet does not foresee any possible conflicts of interest while performing work under contract for the State of Tennessee, Department of Education.

## Legal Issues

- 6.2.4.** Provide a statement of whether the Proposer or, to the Proposer's knowledge, any of the Proposer's employees, agents, independent contractors, or subcontractors, proposed to provide work on a contract pursuant to this RFP, have been convicted of, pled guilty to, or pled *nolo contendere* to any felony. If so, include an explanation providing relevant details.

*Any issues relating to such a matter shall be solely within the discretion of the State, and the State reserves the right to reject any proposal or cancel any award.*

To the best of our knowledge, none of Schoolnet's employees, agents, independent contractors, or subcontractors, proposed to provide work on a contract pursuant to this RFP, have been convicted of, pled guilty to, or pled *nolo contendere* to any felony.

Schoolnet, Inc. has an ongoing commitment to hiring and retaining the best talent to fulfill our mission of improving the world's education systems. Every day, Schoolnet employees, temporary staff members and consultants are entrusted with accessing data on millions of children and delivering services to teachers and other school administrators on site or remotely. We must protect the children and the data we store about them. To ensure we meet these contractual obligations and protecting the privacy and security of both the states and school districts we work with and our national workforce, Schoolnet has implemented an Employment Background Screening Program.

- 6.2.5.** Provide a statement of whether there is any material, pending litigation against the Proposer that the Proposer should reasonably believe could adversely affect its ability to meet contract requirements pursuant to this RFP or is likely to have a material adverse effect on the Proposer's financial condition. If such exists, list each separately, explain the relevant details, and attach the opinion of counsel addressing whether and to what extent it would impair the Proposer's performance in a contract pursuant to this RFP.

*Any issues relating to such a matter shall be solely within the discretion of the State, and the State reserves the right to reject any proposal or cancel any award.*

*All persons, agencies, firms, or other entities that provide legal opinions regarding the Proposer must be properly licensed to render such opinions. The State may require the Proposer to submit proof of such licensure detailing the state of licensure and licensure number for each person or entity that renders such opinions.*

To the best of our knowledge, there is no material, pending litigation against Schoolnet that we should reasonably believe could adversely affect our ability to meet contract requirements pursuant to this RFP or is likely to have a material adverse effect on our financial condition.





## Microsoft Certification

**6.2.6.** Provide evidence that the Proposer is a Microsoft Certified Partner or a member of the Microsoft Partner Network.

Schoolnet has been a Microsoft Gold Certified Partner since 2004. (Gold Certified Partners represent the highest level of competence and expertise with Microsoft technologies, and have the closest working relationship with Microsoft.)

The following link takes you to Schoolnet's listing on the Microsoft Pinpoint site:

<http://pinpoint.microsoft.com/en-us/applications/schoolnet-integrated-school-performance-management-system-4294979859>

Schoolnet's Microsoft Certified Partner profile can be viewed at:

<https://solutionfinder.microsoft.com/Partners/PartnerDetailsView.aspx?partnerid=e8b5fb52eb43462e9196141ca0c4824c>.

## Previous Implementation

**6.2.7** Provide evidence that the Proposer has previously implemented their data model in a K-12 Local Education Agency or State Education Agency.

In this section, we provide a brief overview of our Instructional Improvement System approach which includes functionality that fully support the requirements set forth for your data model and intervention support solution. Following this overview is contact information for Dr. Fran Newberg, Executive Director of the School District of Philadelphia, who can provide evidence of Schoolnet's successful implementation of our Instructional Management Suite (IMS) solution at the School District of Philadelphia.

Since 1998, Schoolnet has innovated the way school districts gather and use data to support and improve teaching and learning. From state-level assessments to classroom observation data, we provide Instructional Improvement Systems that help educators consolidate and organize student performance data from multiple sources, create and administer ongoing assessments, align curriculum, assessment, and instruction, support educator development, increase communication to better connect their education community, and ultimately transform student achievement and instructional culture. Schoolnet works with over 200 districts across the nation, impacting the lives of 4.2 million students in places like Baltimore City Public Schools, Chicago Public Schools, the School District of Philadelphia, and the Idaho and Kentucky Departments of Education where we are deploying two of the first ever state-wide instructional improvement systems.

### **Schoolnet's Solution for Tennessee**

In response to your RFP we are pleased to offer our Instructional Management Suite (IMS), a comprehensive and unified platform that includes intervention management tools aligned with your functional requirements. Supported by a host of integrated functionality that provides holistic support for your data model and flagging students requiring intervention, the IMS includes the following key tools:

- **Data Management:** Schoolnet aggregates and integrates disparate data elements from various systems and sources throughout the district data environment, including SIS, standard-



ized tests, and benchmark tests. This data is then disaggregated and made available for re-reporting throughout the Schoolnet solutions.

- **Reporting & Analysis:** Reporting tools that consolidate assessment results with data pulled from the state data marts, including demographics, attendance, course marks, discipline, longitudinal assessment data, curriculum alignment for intervention strategies, and much more. These tools include a host of pre-defined reports, classroom analysis, Key Performance Indicators, and custom report creation tools, all of which can be used to analyze student progress as well as determine professional development needs.
- **Intervention Management:** Support tools for managing RtI or other related programs in place within the State, they help educators evaluate and identify struggling students, manage intervention plans, capture academic *and behavioral* progress monitoring observations, and monitor it all through detailed reports and dashboards.
- **Comprehensive Student Profiles:** Our most commonly used and praised functionality, this brings together all data on an individual student in one online location, giving convenient access to all appropriately permissioned users to that child's assessment data, course marks, attendance, discipline information and more.
- **Curriculum & Instruction:** Tools that give teachers the support they need with access to aligned curricular resources which could be provided by the State or by multiple Districts
- **Role-based Portals:** Zero-click access to the key information each user needs in fully configurable dashboards for teachers and administrators.

In addition to responding to this current RFP, Schoolnet recently responded to RFP #33150-02111 for a Teacher/Principal Data Evaluation System. A significant portion of the evaluation model used by Tennessee includes student performance data which our proposed solution utilizes to generate teacher effectiveness ratings. *The Instructional Management System proposed in this RFP response is fully integrated with the platform Schoolnet proposed for the Teacher/ Principal Data Evaluation System and can be used to gather and seamlessly share student performance data across both solutions.*

Though not requested in your RFP, we are happy to provide greater narrative detailing the functionality of our IMS and its intervention support tools, should the State require additional information to evaluate the full scope of our potential solution. These tools provide several essential benefits that allow the State to:

- Automatically screen students daily using district-determined criteria and thresholds.
- Create online intervention plans in minutes with efficient step-by-step plan creation wizard.
- Track Progress Monitoring in real-time with helpful workflows and caseload management tools.
- Meet RtI compliance requirements with aggregate intervention program reporting.
- Easily view critical intervention information with configurable role-based dashboards.



### **Evidence: The School District of Philadelphia**

The School District of Philadelphia has worked with us over the past 18 months to develop the response to intervention component of our Instructional Management Suite (IMS): Respond. In December, 2010 they rolled out Respond district-wide. The District has been delighted with: 1) the functionality of this new addition to their growing list of Schoolnet solutions, and 2) the deployment approach utilized to expand their previously deployed IMS functionality to address response-to-intervention initiatives.

In particular they have been impressed with Respond's integration with their IMS platform; its ability to document and track individual user interventions based on areas of concern RtI workflow processes; easy team collaboration; document tracking and state reporting; and the ability to monitor academic as well as behavioral and social intervention plans to monitor progress. Schoolnet customizes solutions to meet legislation and reporting requirements and add new data types based upon district need, such as Philadelphia's request for Discipline data.

For more information on Schoolnet's implementation of Respond in Philadelphia, please contact Dr. Fran Newberg, Executive Director of the School District of Philadelphia at 215.400.5137 or [fnewberg@philasd.org](mailto:fnewberg@philasd.org).

### **Evidence: Idaho State Department of Education**

In early 2010, The Idaho State Department of Education decided to leverage their statewide longitudinal data system in order to make student performance data more readily available to school and district level educators. DOE chose Schoolnet to partner with them in configuring our award-winning Instructional Management Suite (IMS) to integrate with their longitudinal data system and provide reporting dashboards to Idaho teachers and administrators across the entire state. The result was the first ever statewide instructional management system that leverages the state level resources of the DOE to help support instruction while allowing districts and schools to maintain a high degree of local control over how the system is used.

For more information on Schoolnet's implementation of Schoolnet's dashboards in Idaho, please contact Troy Wheeler, Chief Technology Officer of the Idaho Department of Education at 208.332.6982 or [twheeler@sde.idaho.gov](mailto:twheeler@sde.idaho.gov)

**PROPOSAL STATEMENT OF CERTIFICATIONS AND ASSURANCES**

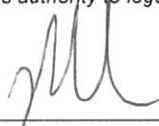
An individual legally empowered to contractually bind the Proposer must sign and complete the *Proposal Statement of Certifications and Assurances* below as required, and this signed statement must be included with the proposal as required by the RFP Attachment 6.2.

**The Proposer does, hereby, expressly affirm, declare, confirm, certify, and assure ALL of the following:**

1. The Proposer will comply with all of the provisions and requirements of the RFP.
2. The Proposer will provide, for the total contract period, all services defined in the Scope of Services specified by the *Pro Forma Contract* attached to the RFP.
3. The Proposer accepts and agrees, without qualification, to all terms and conditions set out by the *Pro Forma Contract* attached to the RFP.
4. The Proposer acknowledges and agrees that a contract resulting from the RFP shall incorporate, by reference, all proposal responses as a part of the contract.
5. The Proposer will comply, as applicable, with:
  - (a) the laws of the State of Tennessee;
  - (b) Title VI of the federal Civil Rights Act of 1964;
  - (c) Title IX of the federal Education Amendments Act of 1972;
  - (d) the Equal Employment Opportunity Act and the regulations issued there under by the federal government; and,
  - (e) the Americans with Disabilities Act of 1990 and the regulations issued there under by the federal government.
6. To the knowledge of the undersigned, the information detailed within the proposal submitted in response to the RFP is accurate.
7. The proposal submitted in response to the RFP was independently prepared, without collusion, under penalty of perjury.
8. No amount shall be paid directly or indirectly to an employee or official of the State of Tennessee as wages, compensation, or gifts in exchange for acting as an officer, agent, employee, subcontractor, or consultant to the Proposer in connection with the RFP or any resulting contract.

*By signature below, the signatory certifies legal authority to bind the proposing entity to the provisions of this RFP and any contract awarded pursuant to it. The State may, at its sole discretion and at any time, require evidence documenting the signatory's authority to legally bind the proposing entity.*

**PROPOSER SIGNATURE & DATE:**

 5/31/11

**PRINTED NAME & TITLE:**

Mark Chernis, President & Chief Operating Officer

**PROPOSER LEGAL ENTITY NAME:** Schoolnet, Inc.

**PROPOSER FEIN or SSN:**

13-4159508

Why did DPS select Schoolnet?

“ *We wanted teachers to spend less time going to different systems and meshing together spreadsheets about their classes. Instead, we wanted them to be able to spend more time simply looking at their data and planning (differentiated instruction) accordingly.* ”

**Megan A. Marquez**  
Performance Management Project Lead  
Denver Public Schools

“ *By having access to class trends and specific student strengths and weaknesses, I can more accurately plan for the needs of my students and focus more on those areas where my students are struggling. It also allows for more effective intervention grouping and planning, so I can really target the students that need some more attention.* ”

**Tori Miller**  
6th grade teacher, Harrington Elementary School  
Denver Public Schools

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